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U.S. Department of Agriculture

Agricultural Marketing Administration

Commodity ······ **BROILERS and FRYERS**
Marketing area ······ **NATIONAL**
Time ······ **JULY 16 through JULY 25**

FOR USE AFTER JUNE 24, 1942

WASHINGTON, D. C.

Consumer attention will be focused on this season's record-breaking supply of poultry meat through a national retail merchandising campaign for broilers and fryers scheduled for the period July 16 through July 25.

During the sales drive the Nation's storekeepers will feature broilers and fryers as a Victory Food Special in their advertising and display material. Farm marketings of broilers and fryers are increasing and heavy supplies are expected on consumer markets during the latter half of July.

The broiler and fryer merchandising campaign is designed to encourage increased consumption of this poultry meat at the time of the year when quantities sold by farmers are great and prices to consumers are lower than usual. Storekeepers featuring broilers and fryers as a Victory Food Special during the period July 16 through July 25 are cooperating in the Agricultural Marketing Administration program for making full use of the Nation's food and preventing waste in supplies that are in abundance.

A large number of broilers and fryers will be coming this year on consumer markets. This results from the great expansion that has taken place in poultry production to meet wartime egg requirements. During the first four months of this year 19 percent more baby chicks were hatched in the United States than during the same period in 1941 and 37 percent more than for the

same time in 1940. The biggest increase took place in the Midwest where this year 34 percent more chicks were hatched than in the 4-month period a year ago. In view of the large hatchings, the supply of broilers and fryers to come off the farms this season as a byproduct in the growing of pullets for egg production will set an alltime high record, exceeding the previous peak reached in 1941.

Increased consumption of this poultry meat at a time when supplies are in seasonal abundance will help conserve pork and other meat supplies urgently needed for this country's military forces, as well as for Lend-Lease shipment to the United Nations and other wartime purposes. With increased marketings on the way, prices to consumers should be attractive to stimulate a greater volume of sales of poultry meat and to encourage the conservation of other meats.

Poultry plenty is nothing but good news to the woman who sets before her

OUR FARMERS are on an all-out war basis. They are producing more food than they ever grew before. Now and then, due to super-abundant harvests, exceptional weather, or wartime bottlenecks, unusually large supplies of some foods become available. They must move to market promptly or be wasted. These are **Victory Food Specials**. The more Victory Food Specials are consumed, the less will be the pressure on foods needed for the war. Food merchants are cooperating with the Agricultural Marketing Administration by featuring these Specials in their stores. You can help to prevent the waste of good food and to stretch consumers' food money by giving this news wide distribution.

family three good meals a day. For chicken - fried or broiled - is not only good food, but it is one of America's favorites for summertime eating.

From the Bureau of Home Economics of the U. S. Department of Agriculture come the following table tips on fryers and broilers. Ordinarily, you'll buy chickens to fry or broil by their dressed weight. That is the weight of the chicken picked but not drawn and including head and feet. The weight of a drawn chicken is about three-fourths that of a dressed chicken. Best chickens for table use are well-rounded - short and stocky rather than rangy. All bones are well-covered with flesh so that the chicken has a meaty look.

For frying - Get a plump chicken 14 to 20 weeks old and weighing between 2½ and 3½ pounds dressed. One reliable clue to the age of the bird is the feel of the breastbone. If this is very flexible, the chicken is young enough to fry.

Since there is an upper limit to the weight of a chicken good for frying, buying for a large number of servings naturally means buying more than one chicken. A 3-pound fryer usually may be counted on to serve about four persons.

For broiling - Buy a plump chicken 8 to 12 weeks old and not weighing over 2½ pounds. If you want each broiler to make one serving get a small one - split it down the back and cook it whole. Larger broilers - split down both back and breastbone - make two good servings.

Because chicken is a perishable food - keep it cold when it is raw. Eat it quickly after it is cooked. Chill it right away if you don't intend to eat it at once. When you bring chicken home from the store, wash it thoroughly inside and out, pat it dry, store it in your coldest storage place until you cook it. If you have no very cold storage place, do not attempt to keep chicken long - either before or after you cook it.

Fried chicken - Most common way to fry chicken is in a heavy skillet in

shallow fat. But chicken fried golden brown and done to a turn is no common product. Here are the highlights of the technique of getting good fried chicken.

Cut chicken into serving portions as you like. With large fryers, it's a good idea to separate thigh from drumstick and to cut the breast in two or more pieces. Salt and pepper each piece of chicken and roll each piece in flour - or egg and fine bread crumbs or corn meal.

Put the thicker pieces first into a thick frying pan with half an inch or more of fat that is hot but not smoking. Leave space around each piece so the fat can bubble up around it. Cover the pan to keep the fat from spattering. Turn each piece when it is brown.

For tender juicy chicken - cooked to the bone but brown on the outside - keep heat under the frying pan moderate. Thickest pieces of a 3-pounder will need from 20 to 25 minutes cooking. Take chicken out of frying pan as soon as it's done. To keep it hot after it's cooked, lay the pieces on absorbent paper to drain....put in a heated pan or crock.

If you're cooking several frying chickens on a small stove, you may want to fry all the chicken for a short time in the frying pan - then finish in a moderate oven.

Broiled chicken - Break the joints and remove the wing tips - for easy eating. Coat the chicken with melted fat. Sprinkle with salt and pepper. Sprinkle with flour or not as you like.

Start cooking the broiler skin side away from the heat. Turn the chicken several times as it browns and baste frequently with pan drippings. Keep heat of the broiling oven moderate. A 2-pound chicken will need from 35 to 45 minutes to cook evenly to the bone.

Serve hot off the grid, with pan drippings poured over the broiler to blend with the rich juice in the meat itself. Garnish with toast points and a sprig of green.